

# Design Journey Packages



VANDERBLOEMEN  
CREATIVE

The Small Business Art Department

## Starter Pellets

### Consultation

- > Review existing creative assets, discuss design styles and brands that inspire you, and fill out creative brief.

### Logo

- > 3-4 concepts provided in black & white, 2 rounds of edits included.
- > Color study: provide 2 – 3 color options with chosen logo. 2 rounds of edits included.

### Business Card

- > 2 layout concepts, 2 rounds of edits.
- > Assistance with printing for professional output.

### Email Signature

- > Create a professional email signature that can be used in multiple email applications.

starting at \$599.00

## Jumpstart (+ Level 1)

### Letterhead / Envelope Templates

- > 2 concepts, 2 rounds of edits for each.
- > Final files provided as a digital template file

### Social Media Profile Graphics

- > 1 concept provided with placeholder copy, 2 rounds of edits included.

### Brochure / Sales Sheet

- > 1 concept provided with placeholder copy, 2 rounds of edits included.
- > All copy/text provided by client, or content provided at an additional cost.
- > 5 stock photos for the brochure and image library

starting at \$1,899.00

## A-La-Carte

### Canva Brand Set-Up

- > Set up brand colors, fonts, images, and all templates listed below (if applicable)

\$399.00

### Social Media Templates

- > Templates include: LinkedIn, Facebook, X, Instagram, created in Canva

\$999.00

### eNewsletter Template

- > Mailchimp or Canva (choose 1)
- > 2 creative options, 2 rounds of edits

\$1,099.00

### Proposal Template

- > 1 creative option in Microsoft Office Word, or Canva (choose 1)

\$1,199.00

### Presentation Template

- > PowerPoint, Google Slides, or Canva (choose 1)
- > 2 creative options for up to 14 slide layouts.
- > 2 rounds of edits included

\$1,299.00

### Brand Guidelines

- > PDF - guidelines for logo, fonts, color, social media, and image usage.

\$999.00

## Hopping Into Action (+ Level 1 & 2)

- > Everything included in a-la-carte discounted.

starting at \$6,999.00

Contact Stephanie Kern: 414.828.2123 or [stephanie@vanderbloemencreative.com](mailto:stephanie@vanderbloemencreative.com) to get started